

Welcome!

Emergency Planning Concepts in LEP Communities



AGENDA

1. Introductions
2. Objectives
3. EM
4. Outreach and engage the LEP community
5. Emergency Preparedness Outreach- Canvassing Model
6. Q&A

INTRODUCTIONS

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3

OBJECTIVES

- Define methods to communicate with LEP communities before, during and after disasters.
- Identify demographic data useful for emergency communications in LEP communities
- Strategies for engaging LEP communities in the planning process
- Explore strategies utilized by Arlington County to address emergency management with the LEP community including emergency issues, 911, and the "Canvassing Model" adopted nationally and by Homeland Security

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VDEM Overview

Karla Ramos



5

What we do ?

The Virginia Department of Emergency Management works with local government, state and federal agencies and voluntary organizations to provide resources and expertise through the four phases of emergency management: Preparedness, Response, Recovery and Mitigation



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Methods to communicate with LEP communities before, during and after disasters

- Before:** Establish partnerships with related organizations and media outlets. Develop culturally and inclusive publications and A/V tools. Build relationship through social media outlets.
- During:** Share information through all communication channels. Reach out media provide talking points to local EMs and to 211 for language access. Draft an inclusive message. Share on social media graphics.
- After:** Start the recovery process, provide guidance and partner with non-profit organizations. Continue sharing through all channels.



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Multilingual Resources provided to EMs

Ready Virginia 3 easy steps

- ✓ Includes: general brochure, Seniors' brochure, multiple handouts (make a plan, kit checklist, contact cards, kids' puzzles), hurricane guide

Listo Virginia 3 easy steps (Spanish)

- ✓ Includes: fotonovela, general brochure, multiple handouts in Spanish (make a plan, emergency kit, stay informed), hurricane guide
- ✓ Social media presence – Facebook and Twitter
- ✓ CERT training in Spanish

Multilingual Handouts – 3 easy steps information in the 10 most frequently spoken languages in Virginia



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Lista
✓
virginia

9



Ready
✓
virginia



How to prepare
your business
for an emergency
ReadyVirginia.gov

2. Make a supply
kit for your office

4. Rehearse your
emergency actions

1. Decide how to
communicate

3. Get a NOAA
Weather Radio

5. Consult with your
insurance agent

Lista
✓
virginia

10

Use of demographic data for emergency communication

Before: Encourage EMs and planners to include LEP communities as part of planning process. Establish relationship with local organizations servicing LEP and provide support with templates and resources. Inventory local resources on language access. Have pre-made messages based on population needs

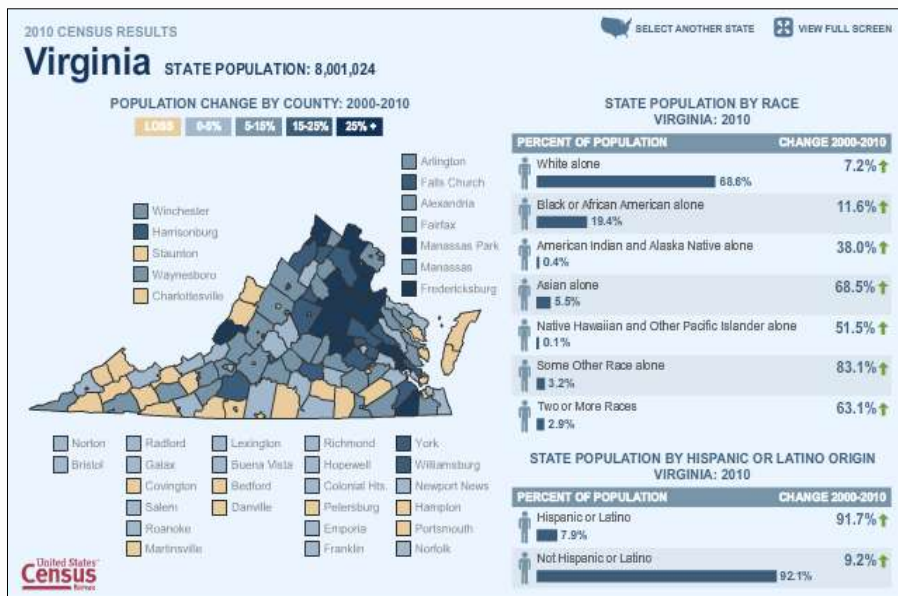
During/After:

Reach out to target audience and have interpreters/volunteers to communicate official instructions e information



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Strategies for engaging LEP communities

Debbie Powers



COMMUNITY OUTREACH



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Emergency Preparedness Outreach- Canvassing Model

Grelia Soliz



Reaching the LEP Community Via Grassroots Projects

- How does the model serve the community
- Benefits
- Trust

DEVELOPING COLLABORATIVE RELATIONSHIPS



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Partnering Makes a Difference!

Through dialogue the following areas are learnt before an event is organized

- What have past incidents shown?
- Lessons learned?
- Community priorities?

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MEASURING SUCCESS



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DEVELOPING RELATIONSHIPS OEM & VOLUNTEERS



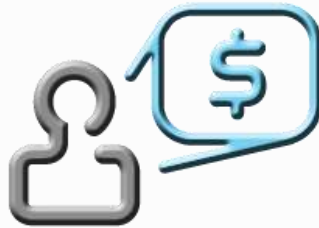
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Funding

Urban Area
Securities
Initiative (UASI)

Citizen Corps
Programs



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- ✓ Engage volunteers in all phases of disaster life cycle
- ✓ Know your EM/OEM and speak their language
- ✓ Take advantage of the online NIMS/ICS trainings
- ✓ Get to know your community and its needs
- ✓ Include disaster preparedness in existing programs
- ✓ Engage your volunteers in program planning

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Q&A



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23